



**WJFK AM 1580
QUARTERLY ISSUES & PROGRAMS REPORT**

2nd Quarter

April 1, 2013 through June 30, 2013

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**Issues of Concern to Bethesda, Maryland
Addressed in Responsive Programming in the
2nd Quarter, 2013**

<u>Subject</u>	<u>Description of Issue of Concern</u>
1. Affordable Health Care	Maryland preparations for the October, 2013, implementation of health exchanges under the Affordable Care Act
2. Arts & Humanities	Regional programs dedicated to performing arts, fine arts and arts education
3. Autism Awareness	Programs for individuals with autism and their families
4. Children's Services	Services for the health and welfare of children
5. Education	Top issues and challenges facing Maryland Public Schools
6. Elder Services	Services for the health and welfare of vulnerable senior citizens
7. Environment	Programs and community plans for a cleaner environment and sustainable living
8. Hunger/Poverty	Programs and services dedicated to feeding and housing, and to helping people emerge from poverty
9. Mental Health	Efforts to overcome the social and professional stigma of mental health issues
10. Women's Health	Women's heart health

**WNEW-AM Programs That Address Community Issues
Regularly Scheduled Public Affairs Programs
2nd Quarter, 2013**

<u><i>Public Affairs Program</i></u>	<u><i>Schedule and Description</i></u>
1. "Fresh Perspectives	Saturdays, 6:00 a.m. – 7:00 a.m. Produced by Sarah Jacobs, this show features representatives from area nonprofits, as well as government leaders, health experts, educators and artists, discussing issues of local and national concern.

Most Significant Issue-Responsive Programming
2nd Quarter, 2013
(April 1 - June 30)

ISSUE: Affordable Health Care

“Fresh Perspectives”
April 20, 2013
7:00 a.m.
27 minutes of a 60-minute program

Thousands of Marylanders are soon to be eligible for no-cost or low-cost health insurance when the next phase of the Affordable Care Act rolls out in 2014. During the 2013 General Assembly session, Maryland lawmakers passed the Maryland Health Progress Act, the final steps to full implementation of Obamacare. Maryland Citizens Health Initiative Deputy Director Matt Celentano discusses the upcoming public awareness campaign aimed at ensuring that uninsured Maryland residents are ready with the information they will need to enroll in a new health insurance exchange. That enrollment process begins in October, 2013.

Most Significant Issue-Responsive Programming
2nd Quarter, 2013
(April 1 - June 30)

ISSUE: Arts & Humanities

“Fresh Perspectives”
June 29, 2013
7:00 a.m.
26 minutes of a 60-minute program

According to their website, ArtStream is “a regional organization based in the Washington D.C. Metropolitan area whose mission is to create artistic opportunities for individuals in communities traditionally under-served by the arts.”

ArtStream aims to inspire and help heal through various art forms, including theatre, puppetry and visual arts and dance. They employ local artists – many of whom are professionals who volunteer their time – to teach classes, conduct workshops and training in the arts for individuals with disabilities, both intellectual and physical.

Co-founders Patricia Woolsey and Nicolette Stearns talked about their local theatre companies, their community partnerships and their hospital and hospice services, and outreach to wounded warriors and youth.

“Fresh Perspectives”
April 13, 2013
7:00 a.m.
28 minutes of a 60-minute program

Everyman Theatre, located in Baltimore, is dedicated to producing quality plays that are accessible and affordable to everyone. Founding Artistic Director Vincent Lancisi discusses the commitment to their vision that artists should be able to make a living in theatre and yet still live a normal life with a home and a family.

Rather than cast outside the Washington-Baltimore theatre community, Everyman Theatre has a resident company of artists. The company is so successful that their subscription base grew, and they even raised the funding for a new theatre home during the Great Recession. Lancisi was joined by Eric Berryman, a member of the resident acting company, who spoke about the community and educational outreach that brings the world of theatre to students who might otherwise not have access, either as an artist or an audience member.

"Fresh Perspectives"

May 4, 2013

7:00 a.m.

12 minutes of a 60-minute program

Associate producer Samantha Silver sat down with Jedd Dietz, the director of the Maryland Film Festival and President of the Producer's Club of Maryland to talk about the 15th annual festival.

Most Significant Issue-Responsive Programming
2nd Quarter, 2013
(April 1 - June 30)

ISSUE: Autism Awareness

“Fresh Perspectives”
April 20, 2013
7:00 a.m.
12 minutes of a 60-minute program

April is Autism Awareness Month. One percent of the population of children in the U.S. ages 3 through 17 has an autism spectrum disorder. Autism affects 1 out of 88 births, and 1.5 million Americans live with autism. It is also the fastest growing developmental disability in the country.

Dr. Rebecca Landa is Director of the Center for Autism and Related Disorders at Kennedy Krieger Institute, a regional leader in treatment for neurological disorders. Dr. Landa discusses a new KKI initiative which offers free autism screening and follow-up monitoring for the infant siblings of children diagnosed with autism.

“Fresh Perspectives”
April 27, 2013
7:00 a.m.
15 minutes of a 60-minute program

Community Services for Autistic Adults and Children, C-SAAC, is one of many organizations in the Washington, D.C., area, working to enhance the lives of individuals with autism. Associate producer Amechi Ukpabi talked with C-SAAC’s executive director, Ian Paragol, to discuss the services they provide, including early intervention and preschool, educational services, vocational and residential supports, and family support services.

Most Significant Issue-Responsive Programming
2nd Quarter, 2013
(April 1 - June 30)

ISSUE: Children's Services

“Fresh Perspectives”
April 27, 2013
7:00 a.m.
13 minutes of a 60-minute program

April is National Child Abuse Prevention Awareness Month, and the Maryland Department of Human Resources, DHR, is partnering with child welfare advocates and the community to promote greater awareness of child abuse and neglect.

Ted Dallas, Secretary of the Maryland Department of Human Resources, and Carnita White, Executive Director of the Maryland Social Services Administration, discuss a new “Alternative Response” that DHR is rolling out in July. The Alternative Response is considered a better way of handling certain types of *low-risk* reports of abuse and neglect, a movement away from the one-size-fits-all approach. The new guidelines allow families to work with Social Services to remedy these low-risk situations without fear of criminal charges or of a child being placed in foster care.

“Fresh Perspectives”
June 1, 2013
7:00 a.m.
26 minutes of a 60-minute program

Healthy Babies Project (HBP) has been connecting at-risk pregnant women and families in D.C. to health care, educational opportunities and social services for 20 years. Their statistics show the results of their efforts. According to their website, the infant mortality rate among HBP clients is one-third the rate of the District, and 29 percent better than the national average. HBP is dedicated to helping women deliver health babies, develop a plan to support themselves and their child and to break the cycle of poverty.

Regine Eli, the Executive Director of HBP, was joined by Rochelle Norfleet and Chasity Vodopia, two graduates of the Teen Parenting Empowerment Program, a centerpiece of the HBP program, to discuss the programs and services and the impact on the lives of these two young mothers. Rochelle Norfleet has gone on to become a staff member at HBP, while Chasity is currently enrolled in college.

This program was re-aired on June 16, 2013.

“Fresh Perspectives”

June 29, 2013

7:00 a.m.

14 minutes of 60-minute program

A young baby goes through 8 to 10 diapers a day, at a cost of about \$125 per month. Many parents in the Washington, D.C. metro area are forced to take food off the table or make other sacrifices in order to provide this essential item for their infants and toddlers. Corinne Cannon is the founder and executive director of D.C. Diaper Bank, dedicated to providing free diapers to families in need in Greater Washington, D.C.

According to Cannon, the service is modeled after successful diaper banks around the country, providing diapers to social service organizations that are already helping families in need through comprehensive programs and services. Diaper banks using this model ensure that diapers are distributed to the families that need them the most and in the most effective way.

Cannon discusses the genesis of the DC Diaper Bank and explains the various ways in which the community can support their efforts, through diaper drives, volunteerism and monetary donations.

This program also addresses the issue of Poverty,

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ISSUE: Education

“Fresh Perspectives”
June 29, 2013
7:00 a.m.
12 minutes of a 60-minute program

As schools are dismissed for summer break, Maryland educators are already hard at work, preparing for the next school year. Celebrating the theme, “NEA: We Educate America,” they will join more than 10,000 of their colleagues from around the country in Atlanta, Georgia, July 1-5, for the 151st annual National Education Association (NEA) Representative Assembly.

Betty Weller, president of the Maryland State Education Association, speaks about the issues educators will discuss, including school safety and gun violence prevention, and education budget priorities on Capitol Hill. Ms. Weller also talks about Common Core State Standards, which she calls one of the most significant opportunities to improve public education in our time. She says it is crucial to get it right by supporting educators as they begin implementing the new curriculum.

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ISSUE: Environment

“Fresh Perspectives”
April 27, 2013
7:00 a.m.
27 minutes of a 60-minute program

The month of April is dedicated to environmental awareness and focuses on the decisions we can make every day to clean our air, our water and our landscapes. One of the ways in which everyone can be involved is through recycling. Montgomery County currently has the highest rate of recycling in the state of Maryland and one of the highest in the country.

Alan Pulteniewicz is the recycling coordinator for Montgomery County, and Eileen Kao is chief of the Waste Reduction and Recycling section of Montgomery County. Pulteniewicz and Kao discuss the recycling achievements Montgomery County can celebrate, as well as the goals to increase the recycling rate even further.

“Fresh Perspectives
April 6, 2013
7:00 a.m.
30 minutes of a 60-minute program

Every five years, the Potomac Conservancy issues a report card on the health of the Potomac River, a source of drinking water for the greater Washington, D.C. area. The most recent grade of “D,” last year, was a downgrade of the previous grade, “D+.” In between report cards, the Potomac Conservancy releases an annual “State of the Nations River” report. This year’s report outlines the consequences of four main pollutants of the Potomac River.

The Conservancy’s executive director, Hedrick Belin, discusses the findings of the report, and specifically the issue of storm water runoff, a major source of river and bay pollution. Because of an increase in paved surfaces in the D.C. metro, there are fewer places where storm water can soak into the ground, and so it runs off into streets and storm drains, bringing with it a variety of pollutants, including lawn chemicals, farm fertilizers, pet waste, motor oil and even trash that flow into the Potomac River and the Chesapeake Bay.

Belin emphasizes the importance of catching rain where it falls, with absorbent, permeable landscapes that reduce storm water runoff. He also discusses the fact that, while Washington, D.C.’s water is deemed safe to drink, the standards by which it is measured were established in the 1970 Clean Water Act, which does not take into account chemicals and materials that have

been developed since then.

“Fresh Perspectives”

June 8, 2013

7:00 a.m.

13 minutes of a 60-minute program

When it comes to transportation, attitudes are changing. Not everyone wants to drive to work, and while mass transit is the obvious alternative, a growing number of residents in the D.C. metro are biking to work.

The Maryland Department of Transportation is leading an update of the Bicycle and Pedestrian Master Plan to take into account the shifting transportation needs and attitudes. Kate Sylvester, the project manager for the Bicycle and Pedestrian Master Plan update, talks about the progress they’ve made. She also solicits public input on the plan through a series of meetings that Maryland residents can attend, either in person or online during a live stream.

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ISSUE: Elder Services

“Fresh Perspectives”
April 6, 2013
7:00 a.m.
28 minutes of a 60-minute program

According to their website, Legal Counsel for the Elderly, LCE, has championed the dignity and rights of Washington, D.C.'s elderly for 35 years by providing free legal and social work services to those in need — empowering, defending and protecting vulnerable seniors. 90-percent of LCE clients are people of color and 75-percent are low-income women.

Tina Nelson is the Managing Attorney for LCE, and Lynne Person is the Long Term Care Ombudsman. Nelson and Person discuss the range of legal services provided by LCE, ranging from guardianships and powers of attorney to housing advocacy, consumer protection and assistance with public benefits such as Medicaid, nutritional assistance, and Social Security.

“Fresh Perspectives”
May 25, 2013
7:00 a.m.
13 minutes of a 60-minute program

For seniors and people with disabilities, going to the grocery store can be more than a chore: it can be a challenge. We are here to do your shopping for you. Top Banana is a non-profit whose mission is to make sure people who either can't get to the store, or simply would prefer not to, can get the groceries and household items they need.

Jean Gueffre', the founder and executive director, says her inspiration for Top Banana came when she realized her own mother, who was not impoverished, had become unable to make the trip to the grocery store and, rather than inconvenience anyone, was doing without some essential items. Gueffre' explains that the service isn't free, but charges are based on ability to pay. She also explains the vital role that delivery volunteers play in the lives of the clients, providing a needed social experience for lonely seniors.

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ISSUE: Hunger/Poverty

“Fresh Perspectives”

June 8, 2013

7:00 a.m.

26 minutes of a 60-minute program

Since 1988, the Arlington Food Assistance Center (AFAC) has been providing food to hungry residents. According to AFAC’s vision statement, over 25 years after its founding, the Arlington Food Assistance Center remains dedicated to its simple but critical mission of obtaining and distributing groceries, directly and free of charge, to people living in Arlington who cannot afford to purchase enough food to meet their basic needs.

Executive Director Charles Meng discusses the way in which food is distributed, allowing for individual preferences, rather than insisting that clients “take what they get.” Meng says giving clients this grocery-store experience helps them to maintain their dignity. AFAC also has an active campaign that provides backyard and community gardeners with seeds in return for a row from their harvested gardens.

Most Significant Issue-Responsive Programming
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ISSUE: Mental Health

“Fresh Perspectives”
May 4, 2013
7:00 a.m.
28 minutes of a 60-minute program

May is Mental Health Month. In addition, Mental Health America’s 2013 annual conference takes place at Gaylord National Resort and Convention Center in National Harbor June 5-8 under the theme “Why Wellness Works: Breakthroughs and Pathways to Whole Health.” One of the conference speakers is Clare Miller, director of the Partnership for Workplace America. Miller discusses her session on “Incorporating Mental Health in Corporate Wellness.”

The Partnership is a program of the American Psychiatric Institute has a program to help companies understand that promoting mental health in the workplace produces a return on investment. According to the Partnership’s website, “the Partnership promotes the business case for investing in quality mental healthcare that includes early recognition, access to care and effective treatment.” The “business case” is that companies that promote mental health in the workplace have a higher rate of productivity and return on investment.

Miller discusses the programs and materials available to HR professionals and business owners.

“Fresh Perspectives”
May 18, 2013
7:00 a.m.
13 minutes of a 60-minute program

“What’s My M3?” is a free and confidential online screening that allows an individual to screen for depression, bipolar disorder, and post-traumatic stress disorder. The screening program was developed by mental health professionals, including Dr. Gerald Hurowitz, assistant clinical professor at Columbia University. Dr. Hurowitz is also chief medical officer of M3 Information. Dr. Hurowitz explains that the “What’s My M3” website and app are an effective tool in monitoring mental health. Individuals can share their M3 score with their doctor, who can help guide and monitor treatment.

**Most Significant Issue-Responsive Programming
2nd Quarter, 2013
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ISSUE: Women's Health

“Fresh Perspectives”
May 11, 2013
7:00 am.
29 minutes of a 60-minute program

Heart disease affects women at every stage of life. It has no geographic, religious, political or socioeconomic boundaries. 1 in 30 women die of breast cancer. 1 in 3 women die of heart disease. Sister to Sister is the first organization with a mission dedicated solely to women's heart disease prevention and education.

According to their website, Sister to Sister “empowers women through positive messaging to make simple, manageable lifestyle changes in their daily lives to lead to improved heart-health. This includes recommendations for nutrition and healthy cooking, sodium reduction, physical activity, smoking cessation, managing stress and family health history.”

The program's guests include Susan Gurley, executive director of Sister to Sister, and Dr. Christine Assia, attending physician at the emergency Department at Cevista medical Center in La Plata, Maryland, who talked about the need for women to be proactive in their heart health.

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